

107605/04/05

Revised

**CITY OF RIVERSIDE**  
**HUMAN RESOURCES DEPARTMENT**  
**CLASSIFICATION SPECIFICATION**

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**TITLE: UTILITIES PUBLIC BENEFITS/BUSINESS RELATIONS MANAGER**

**DEFINITION**

Under general direction, to plan, direct, manage and participate in the activities of the Programs and Services Section of the Public Utilities Department; to ensure account relationships with business customers are satisfactorily maintained; to ensure growth objectives in the implementation of programs and services funded by the Public Benefits Charge for industrial, commercial and residential utility users; to develop and implement the delivery of value added services for utility customers; to administer conservation related programs and services for electric and water usage; to provide highly responsible and complex administrative support to Executive Management; and to related work as required.

**REPORTS TO:** Utilities Assistant Director/Finance and Customer Relations

**SUPERVISION RECEIVED AND EXERCISED**

Receives general direction from the Utilities Assistant Director/Finance and Customer Relations. Exercises direct supervision over professional, technical and administrative support staff.

**EXAMPLES OF DUTIES**

Typical duties may include, but are not limited to, the following:

- Provide leadership in the development, implementation, promotion, evaluation and modification of the Programs and Services areas of the Marketing Services Plan.
- Manage all programs and service strategies within the Public Utilities Department.
- Recommend, implement and evaluate goals, objectives and practices for providing effective and efficient utility related business retention and attraction programs and services.
- Work closely with Utilities Executive Management, other departments and community representatives to identify valuable retail products, programs and services for Utility customers.
- Serve as the internal coordinator among Utilities technical staff regarding business relationship issues, programs and services and development issues, and related customer needs.
- Promote Utility related programs and services provided for customer and Utility benefit and assist in their development.
- Monitor and evaluate the response of the residential and business community to Public Benefits Charge and Value Added programs.
- Coordinate with Public Utilities staff to meet the needs of new and existing business and residential customers.
- Perform appropriate market research to determine retail products, programs, and services beneficial to the Utility and its customers.
- Identify, secure, and administer programs offered through alliance or sub-contractor agreements.
- Participate in economic development strategic planning and implementation to benefit the Utility and the City.

- Assist in development of appropriate marketing, communication, and advertising programs for retail products, programs, and services.
- Make community-based presentations to interested consumer and business groups for customer education and business development.
- Manage, direct and coordinate the work of professional and support personnel.

## **QUALIFICATIONS**

### **Knowledge of:**

- Pertinent federal, state, and local policies, procedures, and regulations.
- Modern methods and techniques of marketing and customer service.
- Market and customer research methods for development of products and services.
- Electric power and water usage.
- Rate making theory and practice.
- Economic development incentives.
- Ethical and effective negotiation methods.
- Principles and practices of organization, administration, budget and personnel management.
- Office methods, procedures and equipment.

### **Ability to:**

- Select, supervise, train, and evaluate Programs and Services staff.
- Provide administrative and professional leadership and direction.
- Recommend, implement, evaluate, and modify goals, objectives, and practices.
- Prepare and administer large and complex budgets.
- Negotiate complex and technical alliance or sub-contractor agreements.
- Analyze problems, identify multiple solutions, and project consequences of proposed actions, implement recommendations in support of goals.
- Communicate clearly and concisely, both orally and in writing.
- Develop and maintain positive working relationships with City departments, businesses, and the local community.
- Prepare and present clear and concise administrative and financial reports.
- Apply economic development tools and techniques for the benefit of Riverside and utility customers.
- Use appropriate computer hardware and software.

## **Education and Experience:**

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

**Education:** Equivalent to a Bachelor's Degree from an accredited college or university with major work in marketing, business, engineering or a related field.

**Experience:** Five years of highly responsible experience in the management of marketing, customer business/account relation's management and/or related products and services related activities for an electric, water, or other utility or similar experience. Additional qualifying experience may substitute for the education requirement on a year-for-year basis.

**MEDICAL CATEGORY:** Group 1

## **NECESSARY SPECIAL REQUIREMENT**

Possession of, or ability to obtain, a valid Class "C" California Motor Vehicle Operator's License.

## **CAREER ADVANCEMENT OPPORTUNITIES**

**FROM:** Utilities Public Benefits/Business Relations Manager

**TO:** Utilities Assistant Director/Finance and Customer Relations